

# County Snapshot

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**Lake County** is home to the largest natural freshwater lake in California and its economy is based largely on tourism and recreation. Surrounding counties include Mendocino on the west, Sonoma and Napa to the south, and Yolo, Colusa and Glenn on the east.

Lake County is projected to have a population of 93,000 by 2020. This represents an increase of 55 percent over the current population.

The 1999 annual average civilian labor force for Lake County was 24,000 with an unemployment rate of 7.8 percent. The state's annual average unemployment rate was 5.2 percent.

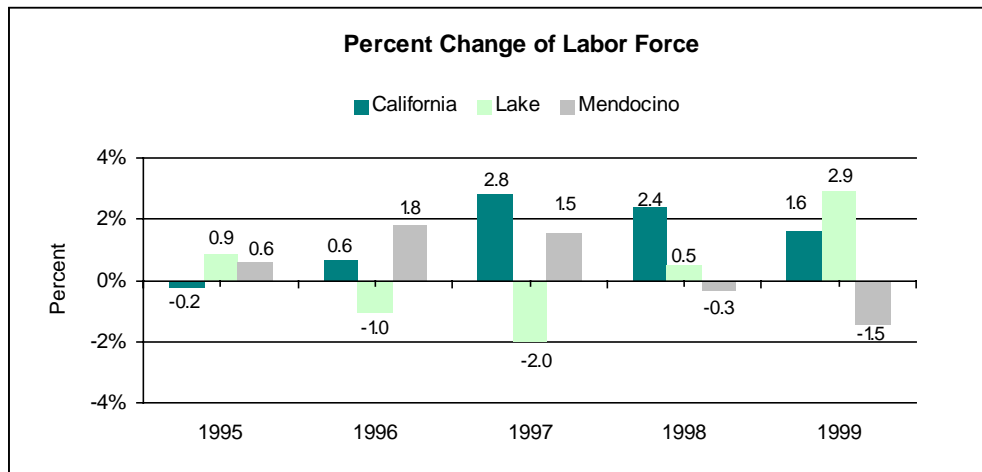
The services industry accounted for almost 30 percent of the employment in Lake County in 1999. More than half of these jobs are classified in private educational institutions and private households which employ domestic service workers. Government accounted for over a fourth of the employment with local government dominating the industry. Retail trade accounted for approximately 20 percent employment in the county.

Services will continue to be an important economic factor for Lake County. Transportation and public utilities is projected to gain over 500 jobs primarily concentrated in transportation, due to a recent location of a travel service call center in the county. For retail trade, the projected growth is 19.9 percent and government is expected to increase by almost 12 percent.

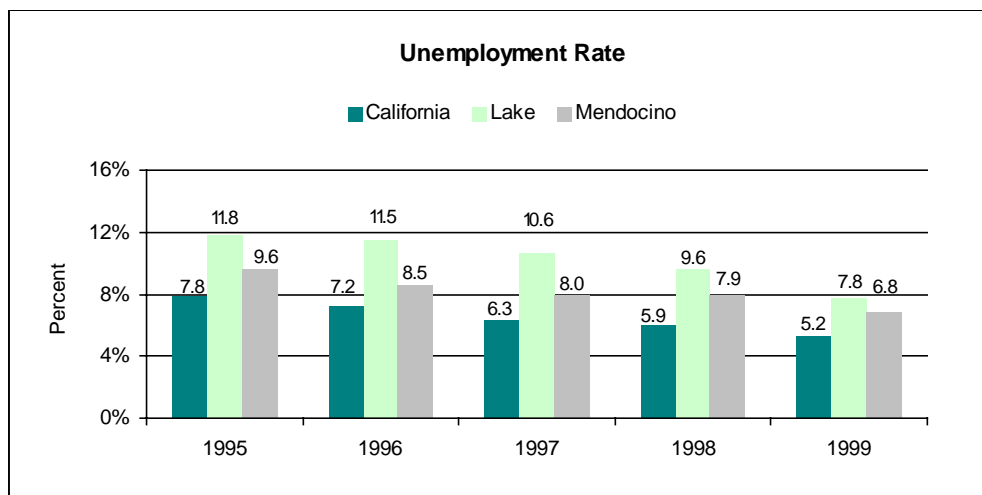
Lake County's labor market conditions are steadily improving and the county continues to record job growth and lower unemployment rates.

## LABOR FORCE

From 1995 to 1999, Lake County's annual average civilian labor force recorded growth three out of the five years with the greatest gain in 1999. Most of the declines during 1996 and 1997 were in agriculture, which tends to have greater seasonal variations in employment patterns. Neighboring Mendocino County recorded cumulative growth of 1.5 percent from 1995 to 1999.

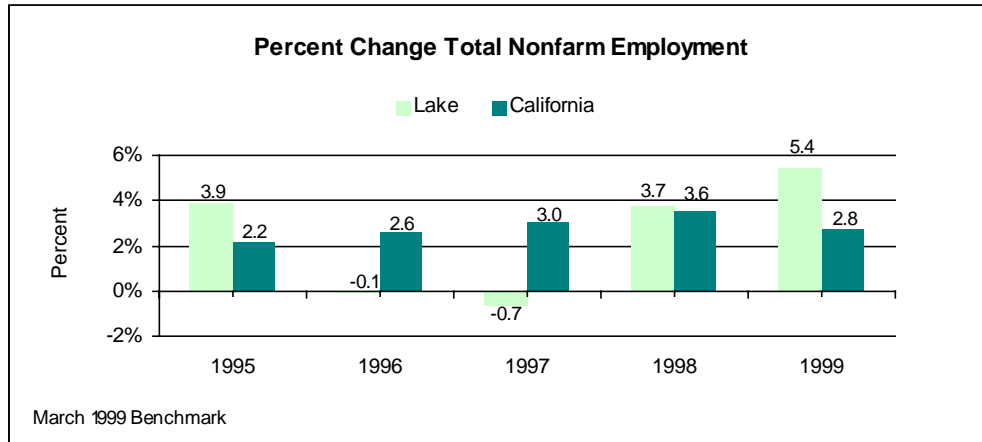


From 1995 to 1999, declining annual average unemployment rates are evident in Lake and Mendocino counties as well as the state. Lake County unemployment rate dropped four percentage points over this period from 11.8 percent in 1995 to 7.8 percent in 1999. Mendocino County's annual average unemployment rate declined to 6.8 percent in 1999.

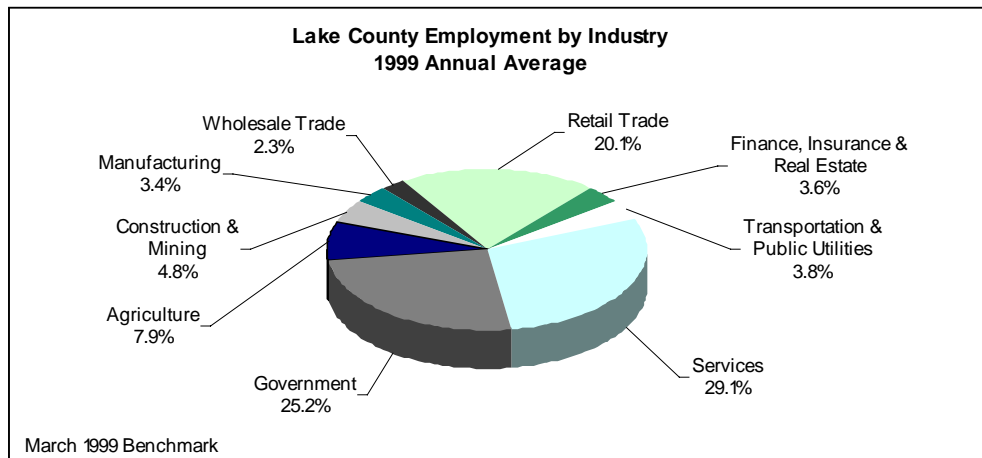


## INDUSTRY EMPLOYMENT

Lake County's annual average nonfarm employment rebounded in 1998 with 3.7 percent growth. In 1999, wage and salary employment grew by 670 jobs, 5.4 percent. Over half the growth is concentrated in the services industry with educational services being the dominant component.



Services, government and retail trade dominated Lake County's annual average industry employment in 1999, with services accounting for 29 percent of the total. During the forecast period, services will continue to dominate adding the most new jobs. Transportation and public utilities, projected to gain over 500 jobs, will also be a significant industry in Lake County's future employment.



## OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Lake County is projected to have employment opportunities in these high turnover occupations. Projections for Lake County are combined with Colusa, Glenn, Sutter and Yuba counties and published as the North Central Consortium projections.

TRANSPORTATION & PUBLIC UTILITIES	
1995 – 2002 Projected Growth 123.8%	
Associated Occupations	<b>Travel Agents</b> – 240 job openings. Plan trips for travel agency customers. Duties include determining destination, modes of transportation, travel dates, costs, accommodations required, and planning, describing, or selling itinerary package tours. Post-secondary vocational education. Median Hourly Wage - \$12.18
	<b>Truck Drivers, Heavy</b> – 80 job openings. Drive tractor-trailer combinations or trucks with a capacity of more than three tons to transport and deliver goods, livestock, or materials in liquid, loose or packaged form. They may be required to unload trucks. Short-term on-the-job training. Median Hourly Wage - \$12.58
	<b>Adjustment Clerks</b> – 40 job openings. Investigate and resolve customers' inquiries concerning merchandise, service, billing, or credit rating. Examine pertinent information to determine accuracy of customers' complaints and responsibility for errors. Short-term on-the-job training. Median Hourly Wage - \$11.48
	<b>General Managers, Top Executives</b> – 20 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$19.73
	<b>First-Line Supervisor / Manager, Clerical ADM SUP</b> – 20 job openings. Directly supervise and coordinate activities of clerical and administrative support workers. Managers / Supervisors are generally found in smaller establishments where they perform both supervisory and management functions. Work Experience. Median Hourly Wage - \$13.14
SERVICES	
1995 – 2002 Projected Growth 48.6%	
Associated Occupations	<b>Janitors, Cleaners-Except Maids</b> – 210 job openings. Keep buildings in clean and orderly condition; perform heavy cleaning duties such as operating motor driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. Short-term on-the-job training. Median Hourly Wage - \$7.24
	<b>Home Health Care Workers</b> – 180 job openings. Care for elderly, convalescent, or handicapped persons in the homes of their patients. Short-term on-the-job training. Median Hourly Wage - \$7.20
	<b>Registered Nurses</b> – 150 job openings. Provide direct bedside care and assist physicians with examinations, chart the conditions of patients, give medication, and administer treatment as ordered by the doctor. May supervise auxiliary nursing personnel. Associate Degree. Median Hourly Wage - \$17.63
	<b>Secretaries, General</b> – 150 job openings. Schedule appointments, give information to callers, take dictation, compose and type routine correspondence, read and route incoming mail, and file correspondence and other records. Post-secondary vocational education. Median Hourly Wage - \$10.40
	<b>Nurse Aides, Orderlies, Attendants</b> – 130 job openings. Help care for physically or mentally ill, injured, disabled, or infirm individuals confined to hospitals and residential care facilities. Short-term on-the-job training. Median Hourly Wage - \$7.58
RETAIL TRADE	
1995 – 2002 Projected Growth 19.9%	
Associated Occupations	<b>Cashiers</b> – 240 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$7.21
	<b>Salespersons, Retail</b> – 200 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$7.10
	<b>Waiters and Waitresses</b> – 130 job openings. Serve food and drink to customers. Duties may include explanation about how the meal is prepared, wine recommendations or simple food preparation at the table. Short-term on-the-job training. Median Hourly Wage - \$5.52
	<b>First-Line Supervisor / Manager Sales</b> – 100 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$12.72
	<b>Food Preparation Workers</b> – 70 job openings. Keep kitchen work areas clean and orderly, keep restaurant equipment and utensils clean, move supplies and wash dishes, trays, pots and pans used in cooking and serving. Short-term on-the-job training. Median Hourly Wage - \$5.79

This **County Snapshot** is a product of:  
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